Tobacco Use and Pregnancy Montana Tobacco Use Prevention Program Chronic Disease Prevention & Health Promotion Bureau

Today's Agenda

- Health Effects of Smoking & Second Hand
 Smoke
- •The Toll of Prenatal Tobacco Use In MT
- American Indian (A.I.) Women
- •Sacred Tobacco and A.I. way of life
- •Modeling
- Brief Cessation Interventions
- •MT Tobacco Quit Line Services/ A.I. Quit Line

Services

Reimbursement for Medicaid clients

Health Effects of Smoking

Smoking is the most preventable cause of early death in this country. According to the Centers for Disease Control and Prevention (CDC), smoking-related diseases cause the deaths of more than 200,000 women in the United States each year. On average, women who smoke die 14.5 years sooner than nonsmokers.

Secondhand Smoke (SHS)

- causes more than 41,000 deaths per year.
- 7,330 deaths from lung cancer
- 33,950 deaths from heart disease each year.¹
- is a definitive cause of stroke.1
- There is no risk-free level of exposure to secondhand smoke.
- Secondhand smoke contains hundreds of chemicals known to be toxic or carcinogenic.²
- Even relatively brief exposure can trigger a heart attack.

Tobacco Use in Pregnancy

- Smoking during pregnancy increases infant mortality and morbidity¹
- Pre-term and low birth weight babies are often born to mothers who smoke²
- Smoking during pregnancy causes changes to the fetus on a genetic level making them more susceptible to certain conditions³

Relationship between SIDS and smoking

- Sudden Infant Death Syndrome (SIDS) is the leading cause of death in otherwise healthy infants.
- Smoking by women during pregnancy increases the risk for SIDS. Infants who are exposed to secondhand smoke after birth are also at greater risk for SIDS.
- Chemicals in secondhand smoke appear to affect the brain in ways that interfere with its regulation of infants' breathing.
- Infants who die from SIDS have higher concentrations
 of nicotine in their lungs and higher levels of cotinine
 (a biological marker for secondhand smoke exposure)
 than infants who die from other causes.

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Parents can help protect their babies from SIDS by taking the following three actions:8

- 1. Do not smoke when pregnant.
- 2. Do not smoke in the home or around the baby.
- 3. Put the baby down to sleep on its back.

The Toll in Montana

- 16% of MT mothers smoke during pregnancy compared to 12% nationwide4
- Each low birth weight baby costs an average of \$55,393 in their first year of life compared to \$5,085 that is spent on a baby born without complications⁵
- **70%** of mothers who reported smoking during pregnancy are enrolled in Medicaid⁶

MT Native Americans

American Indians/Alaska Natives (AI/ANs) have a higher prevalence of current smoking than most other racial/ethnic groups in the United States. Factors that may affect smoking prevalence include sacred tobacco's ceremonial, religious, and medicinal roles in Native culture, which may affect attitudes, beliefs, and behaviors toward commercial tobacco use.

MT Native American

- In 2014:
 - 29.2% of Al/AN adults in the United States smoked cigarettes, compared with 16.8% of U.S. adults overall.
 - The prevalence of cigarette smoking was about 1 in 4 (or 25.6%) among Al/AN men and about 3 in 10 (or 32.5%) among Al/AN women.^7

Native American Way of Life

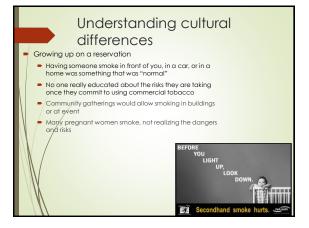
- Native Americans and Natural Law
 - Many tribes believe in that everything has a spirit. If you take something you must give. When you use commercial tobacco, you are making an agreement with the spirit of tobacco. Your intent is to get some sort of negative buzz and in return you must give a part of you: your health (i.e. heart disease, cancer, respiratory issues, and more)

Native American Way of Life

- What is Traditional Tobacco?
 - ■Today many people still use tobacco in a traditional form. It is used in a positive way, for prayers. It is offered up to the creator in a positive way in hopes of a positive outcome in regards to whatever the prayer was for such as harmony or balance in your life. Tobacco is also offered to the land, water, plant-life, animal-life and whatever was taken for different purposes.







Making a Community Change Role Modeling Small and older children look to parents, grandparents and caregivers as role models If you smoke, it is normal for them to believe that smoking won't harm their health and may pick up the habit also If you must smoke, do it somewhere the children can't see yoy (plus vill be away from the Second Hand Smoke) Jeach them a healthy activity or game that you played when you were younger Educate pregnant American Indian women about the dangers of commercial tobacco and SHS

Get Paid MI Medicaid

- MT Medicaid reimburses for both 3 minute and 10 minute sessions of tobacco cessation counseling
 - Billing Codes
 - 99406: Intensive Behavior Change Smoking 3
 - 99407: Intensive Behavior Change Smoking 10+
 min
 - G0437: Tobacco use counseling 3-10 min
 - G0437: Tobacco use counseling 10+min.

MT Tobacco Quit Line Pregnancy and Post-Partum Services

- Free Personalized Quit Plan
- Nine Coaching Calls with a Dedicated Female Coach
- \$5 Incentive for each coaching call completed-up to 9

 calls
- 8 weeks of Nicotine Replacement Therapy (NRT) before the baby is born. 6 additional weeks of NRT after the baby is born.
- Motivational text messaging services to help the mother stay quit after the baby is born

MT American Indian Commercial Tobacco Program Quit Line Services

- Dedicated Line with American Indian coaches
- FREE Enrollment and Personalized Quit Plan
- 10 calls
- 8 weeks of NRT
- Discounted Prescription drugs

Montana Tobacco Use Prevention Program Website http://dphhs.mt.gov/publichealth/mtupp.aspx Information on Quit Lines Tribal Programs information Signage and materials



